ShowBiz Pizza Time, Inc.

FRANCHISE NEWS

#32 March 6, 1987

WEEKLY SALES

AVERAGES FOR WEEK ENDING 3/1/87

SPP Franchised Units (65):	$16,071	CEC Franchised Units (74):	$17,562
SPP Company Units (91):	$20,704	CEC Company Units (31):	$23,084
SPP International Franchised Units (4):	$ 5,816	CEC International Franchised Units (8):	$17,708

ShowBiz Pizza Place and Chuck E. Cheese

Average of Top 20 Units = $27,745

1. San Jose (Tully), CA — M.C.A. & Associates
2. Portland, OR — Computerized Entertainment Concepts
3. Tacoma, WA — Northwest Partners V
4. Milwaukee (Chase), WI — R. C. Schmidt, Jr.
5. Burnaby, BC — Nintendo Entertainment Centres
6. Victoria Park, ONT — All Canadian Pizza Shows
7. Bridgeville, PA — McKnight Family Centers #2
8. Pearl City, HI — Selwyn S. P. Chan
9. Fayetteville, NC — Adventure Restaurant Corporation
10. Virginia Beach, VA — Adventure Restaurant Corporation
11. West Allis, WI — R. C. Schmidt, Jr.
12. Clarksburg, WV — Clarksburg Entertainment
13. Huntington, WV — Huntington Entertainment
14. Lafayette, LA — Acadiana Productions
15. Chattanooga, TN — McBiz Corporation
16. Albany, NY — Pizza Time of New York
17. Syracuse, NY — Pizza Time of New York
18. Greece, NY — Pizza Time of New York
19. Salt Lake City, UT — Family Entertainment Developers
20. Little Rock #2, AR — Harold Burlingame

ShowBiz Pizza Place

Average of Top 20 Units = $22,373

1. Fayetteville, NC — Adventure Restaurant Corporation
2. Virginia Beach, VA — Adventure Restaurant Corporation
3. Clarksburg, WV — Clarksburg Entertainment
4. Huntington, WV — Huntington Entertainment
5. Lafayette, LA — Acadiana Productions
6. Chattanooga, TN — McBiz Corporation
7. Knoxville, TN — Gary Long
8. Salt Lake City, UT — Family Entertainment Developers
9. Little Rock #2, AR — Harold Burlingame
10. Greenville, SC — McBiz Corporation
11. Allentown, PA — Wellington Development of Florida, Inc.
12. Davenport, IA — McBiz Corporation
13. Wilmington, DE — McBiz Corporation
14. Lexington, KY — McBiz Corporation
15. Phoenix #1, AZ — S-M Pizza
16. Des Moines, IA — McBiz Corporation
17. Charlotte, NC — Adventure Restaurant Corporation
18. Memphis #2, TN — McBiz Corporation
19. Little Rock #1, AR — Harold Burlingame
20. Parkersburg, WV — Trio Foods Enterprises

Chuck E. Cheese

Average of Top 20 Units = $26,177

1. San Jose (Tully), CA — M.C.A. & Associates
2. Portland, OR — Computerized Entertainment Concepts
3. Tacoma, WA — Northwest Partners V
4. Milwaukee (Chase), WI — R. C. Schmidt, Jr.
5. Burnaby, BC — Nintendo Entertainment Centres
6. Victoria Park, ONT — All Canadian Pizza Shows
7. Bridgeville, PA — McKnight Family Centers #3
8. Pearl City, HI — Selwyn S. P. Chan
9. West Allis, WI — R. C. Schmidt, Jr.
10. Albany, NY — Pizza Time of New York
11. Syracuse, NY — Pizza Time of New York
12. Greece, NY — Pizza Time of New York
13. El Toro, CA — F.E.C., Inc.
14. Florence, KY — Family Entertainment, Inc.
15. Brookfield, WI — R. C. Schmidt, Jr.
16. Milwaukee (Good Hope), WI — Family Entertainment Center #7401
17. Louisville #2, KY — Family Entertainment, Inc.
18. West Mifflin, PA — McKnight Family Centers #3
19. Hayward, CA — Ulrike-Grandjean Corp.
20. Victorville, CA — Backyard Investment Group

MARKETING & ADVERTISING

CO-OP INSERTS

The last day to place orders for the June 21 Co-op Insert is Monday, March 16. Payments will be due April 13.

As reported earlier, new art work provided by the Advertising Fund will be used for that insert. Attached are rough photocopies to give you ideas of those products. New art for both ShowBiz and Chuck E. Cheese is available, plus a combination piece for those markets with both concepts.

These rough samples will show you the position of the actual photo, the headline, and placement of the coupons. Whether the coupons are at the top or bottom of the page is determined by the printer, not Keller Crescent. We are very enthused about the new art work in that it shows the family in store, extends the "Where a Kid Can Be a Kid" campaign, and is more value oriented with the large "SAVE" on each coupon. Also, due to franchise request, the "Coke" has been replaced with logoed cups.

Please call your Franchise Regional Director or the Marketing Department if you have questions.

SALES BROCHURES

We finally have all the information gathered to begin printing sales brochures! Based on input from the survey we conducted last November, and a tremendous effort by Belinda McPherson - Advertising Committee Member - in working with numerous printers to get the bid down, we have arrived at the final spec of:

Single sheet design
Heavy weight paper
4 color photo front
Blank backs for customizing
Printed 12 up for
economical printing
Cost-$0.05 cents each
(plus shipping and handling)

The photo will be the same as that used in the Birthday Poster, and this piece extends the "Where a Kid Can Be a Kid" campaign. A rough photocopy of the ShowBiz version is attached to give you an idea. The Chuck E. Cheese version will be available at the same time.

IMPRINTING

You have several ways to imprint your message on the back.

1. Generic Copy - we have put together generic copy for both ShowBiz and Chuck E. Cheese (sample attached). ad images, ltd., will be taking orders until March 20 to print these messages. Note there will be space on the bottom to stamp a map, address, etc. By pulling together our orders and printing at one time, the unit cost will be much lower. ad images will discuss these figures with you. Call Megan or Hildegard at 913/272-8149 for details.

2. Custom Copy - ad images will also work with you to get custom information printed on the back. To give you cost ideas, following are sample prices.

Quan.	Imprinting	Plus cost of shells	Total
2,000	$ 115.00	$ 100.00	$ 215.00
10,000	252.50	500.00	752.50
50,000	468.75	2500.00	2968.75

(plus shipping and handling on all prices).

3. Local Custom Copy - you can also purchase the brochures blank through ad images to imprint locally. Again, that cost is 5¢ each.

Sales brochures have been used by both ShowBiz Pizza Place and Chuck E. Cheese extensively. We hope you find this new design useful and effective. An order form from ad images is attached for your convenience.

OPERATIONAL NEWS

TOMATOES

We have procurred a new vendor to supply your food distributor with the crushed tomatoes in puree. Effective with this change, when you receive your food order, this new product will be packed in a ShowBiz case and the label on the tomatoes will be logoed and will read "SPECIAL BLEND". Please note that this label is being used from a previous label committment, and these tomatoes are the same as you are currently receiving. You should continue to use your current recipes as there have been no changes.

If you have any questions regarding this product, please contact Gene Cramm at the home office.

ARIZONA OPENING

Mark Scurr, our franchisee in Phoenix, Arizona, is looking for a strong general manager to oversee his two ShowBiz Pizza Place locations in Phoenix and Mesa, Arizona. If interested contact him at the following address:

Mark Scurr
S-M Pizza, Inc.
8747 Via De Commercia
Scottsdale, AZ 85258
602/998-7098

COMPLIMENTARY CARDS

As a reminder, our Corporate office does use Complimentary Cards in handling customer complaints, public relations, etc. Attached is a sample, and those distributed will always specify a dollar amount for redemption.

We would appreciate you accepting these cards as cash for the amount shown or the amount of purchase, whichever is less. These cards can then be forwarded to the Franchise Department for reimbursement. Thanks for your help, and call us if you have any questions.

AIR HOCKEY

Air Hockey is making a comeback and is a very popular skill game for families. The initial cost of $2,000 is low, which allows for a quick pay back on this piece. Contact your local games distributor for exact pricing and delivery information.

TRAINING CLASSES

The next class of Phase III Management Training will be conducted at the corporate offices starting at 2:00 p.m., Monday, April 20, and will finish at 3:00 p.m., Thursday, April 23. All franchise management personnel are invited to attend. Please confirm your attendees through the Franchise Department. If you have any questions, contact your Regional Director.

SEMINAR PARTICIPANTS

Listed below are the seminars and participants for the month of February:

Host: **H. F., Inc.**

Reading, Pennsylvania
ShowBiz Pizza Place

Topic: Time Management

Participants:

Reading, PA

Patrick Hassler
Kim Swoyer
Lynne Edmonds
Steve Condict
Jim Bohrman

Philadelphia, PA

Joe Onofri

Host: **Momentum, Inc.**

Akron, Ohio
Chuck E. Cheese

Topic: Time Management

Participants:

Akron, OH

Bill Boyer
Candie Brustoski
Glenn Savile

Mentor, OH

Jimmy Sultzer

Boardman, OH

Mary Ann Rodriguez
Ellen Galla

North Olmsted, OH

Reta Reifel
Frank Hahn

Host: **Pal Anderson Enterprises**

Provo, Utah
ShowBiz Pizza Place

Topic: Time Management

Participants:

Ogden, UT

Duane Price
Blake Coombs

Salt Lake City, UT

Keith North
Debbie Roblez

Provo, UT

Rick Parry
Tony Fabbiani
Gayleen LeFevre

Host: **Pizza Time of New York, Inc.**
Syracuse, New York
Chuck E. Cheese

Topic: Technical Workshop

Participants:

Greece, NY

Roger Youngman

Penfield, NY

Bob Nastowski

Albany, NY

Dave Gould

Syracuse, NY

Don Mattner

Host: **R. C. Schmidt, Jr.**

West Allis, Wisconsin
Chuck E. Cheese

Topic: Interviewing & Hiring

Participants:

Milwaukee (Good Hope), WI

Timothy Stone

Brookfield, WI

Joseph Tajnai
Terry Dresdow
Pat Power

Milwaukee (Chase), WI

Kurt Windbiel
Jeffrey Bartlett
Jim Krey
Cheryl Farber
Christopher Freund

West Allis, WI

Terry Carroll
John Augustin
John Dallman
R. C. Schmidt, Jr.(Franchisee)

Host: **Northwest Partners IV**
Tukwila, Washington
Chuck E. Cheese

Topic: Time Management

Participants:

Tacoma, WA

Theresa Hardesty
Paul Lennox
Mary Jo Bradford
Fred Granlund

Tukwila, WA

Cheri Shoecraft
Bob Davenport

Richland, WA

Ann Schmierer
Kathy Corbin

Lynnwood, WA

Harry Muller
Don Tarabochia (Franchisee)

SAMPLE of the FRONT
of the Sales Brochure

Art will be photo from
the Birthday Posters.

Actual size - 4" X 9"

Four - Color front

SAME LAYOUT WILL BE
FOR CHUCK E. VERSION.

Come to ShowBiz Pizza Place and experience the fun and excitement of a family theme park all under one roof!

FOOD

Your adventure begins with an oven fresh pizza - order your favorite toppings, or try one of our other delightful menu items. You will receive FREE ride and game tokens with each food purchase!

ENTERTAINMENT

While eating, be entertained by the best animated entertainment available ---- The Rock-A-Fire Explosion®! Billy Bob and his friends will perform popular tunes to delight kids and parents alike.

FUN

Our Game Room contains the latest in kiddie rides, video games, and skill games. There's something for everyone!!

PARTIES

We think your parties are extra special! Let us take care of all the details. Ask us for information on our birthday and group packages.

As you can see, ShowBiz offers the BEST in family entertainment. SO.....come visit us.....

WHERE A KID CAN BE A KID!!

Come to Chuck E. Cheese and experience the fun and excitement of a family theme park all under one roof!

FOOD

Your adventure begins with an oven fresh pizza - order your favorite toppings, or try one of our other delightful menu items. You will receive FREE ride and game tokens with each food purchase!

ENTERTAINMENT

While eating, be entertained by the best animated entertainment available ---- Chuck E. Cheese and his friends will perform popular tunes to delight kids and parents alike.

FUN

Our Game Room contains the latest in kiddie rides, video games, and skill games. There's something for everyone!!

PARTIES

We think your parties are extra special! Let us take care of all the details. Ask us for information on our birthday and group packages.

As you can see, Chuck E. Cheese offers the BEST in family entertainment. SO.....come visit us.....

WHERE A KID CAN BE A KID!!

GENERIC COPY AVAILABLE FOR

SALES BROCHURES.

Will be printed with space at bottom for you to stamp your address, map, etc.

SALES BROCHURE ORDER FORM

Please Print

Order placed by: _____

Shipping address: _____

_____

_____

_____

Telephone number: _____

Franchise corporate name: _____

VERSION (check one): _____ ShowBiz _____ Chuck E. Cheese

NUMBER of brochures needed (5¢ each) _____

CHECK to ad images enclosed for _____

IMPRINTING:

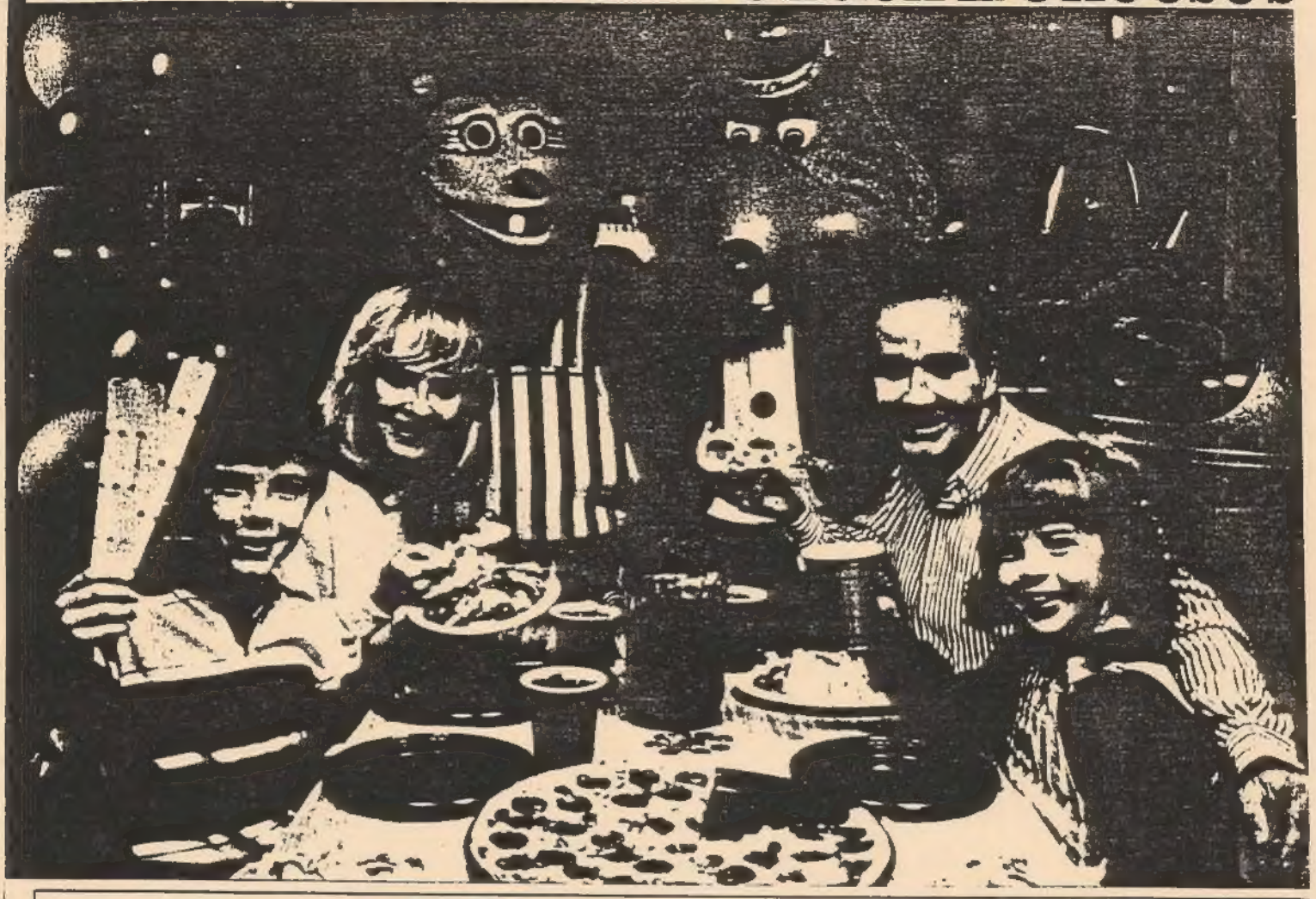
_____ None, ship blank for me to imprint locally.

_____ Generic copy as published in Franchise News.

_____ Custom imprint with my message as attached (allow 3-4 weeks for delivery).

MAIL TO: ad images, ltd.
2231 Wanamaker
Topeka, KS 66614
Attn: Megan Flynn

Save your family from boredom at ShowBiz Pizza and Chuck E. Cheese's



SAVE
UP TO $8.00!
SUPER FUN FAMILY PACK
- 1 large pizza, your choice of any one or two toppings or our famous super combo.
- 1 pitcher of soft drinks.
- 24 game and ride tokens.
- Just $12.89 with coupon.

SHOWBIZ PIZZA PLACE | Chuck E. Cheese's Pizza Time Theatre

Where A Kid Can Be A Kid.

Present this coupon by June 20, 1987.
Not good with any other offer

SAVE
UP TO $6.00!
GOOD TIMES MEAL DEAL
- 1 large pizza, your choice of any one topping.
- 1 pitcher of soft drinks.
- 16 game and ride tokens.
- Just $11.89 with coupon.

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Save your family from boredom at Chuck E. Cheese's.

SAVE
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- 1 pitcher of soft drinks.
- 24 game and ride tokens.
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SHOWBIZ PIZZA PLACE

Where A Kid Can Be A Kid.

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Not good with any other offer.

Save your family from boredom at ShowBiz Pizza.

"OUTSIDE"

SAMPLE
COMPLIMENTARY
CARD

ShowBiz Pizza Time, Inc.

"INSIDE"

This is to introduce the party of

_____

They are our honored guests, and are to receive _____ off their food and beverage purchase.

Not refundable for cash.
Offer excludes beer and wine.

№ 802 _____
Authorized Signature

SPT, INC. FRANCHISE NEWS

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